

OIL Basis for Modern Industrial Miracle

Petroleum Production Began Less than Century Ago; Crude Efforts Soon Set Nation Afire

The

NATIONAL

A Little Store
With BIG Ideas

BIG in SERVICE

Rapid, courteous service distinguishes the National from other stores. Complete Radio, Washing Machine and Electrical Appliance Repair department.

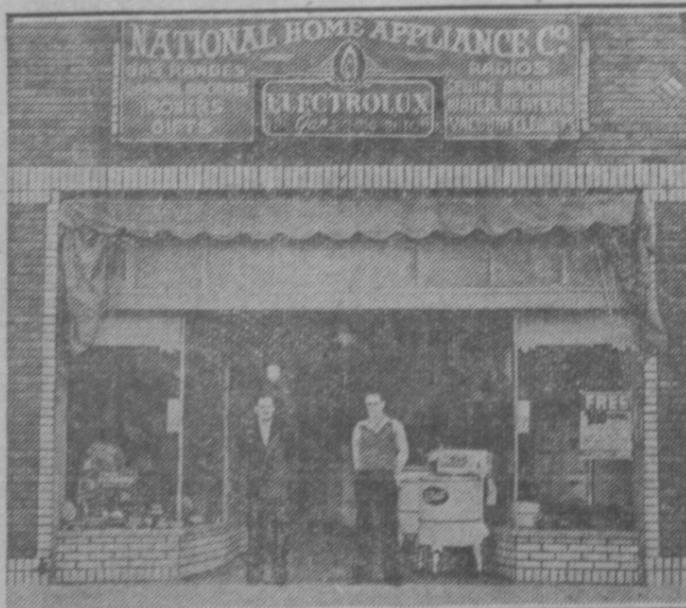
BIG in CREDIT

"Friendly Credit" has made the National the choice of hundreds of Torrance and Lomita buyers who appreciate the opportunity of "using while they pay."

BIG in MERCHANDISE

An exceptional line of nationally advertised merchandise, famous for consistent QUALITY, places The National FIRST in Shopping preference in this city.

- Gaffers & Sattler Gas Ranges
- Thor Washers • Zenith Radios
- Servel Gas Electrolux Refrigerators
- Hot Point Appliances
- Shavemasters • Mixmasters
- Ironmasters • Toastmasters
- Metlox Pottery
- Community Silverware
- Troy Radios
- Eureka-Royal Vacuum Cleaners
- General Electric and Telechron Clocks
- Everhot Electric Cookers
- Exclusive Giftware



Harry M. Abramson, proprietor, left, and Stanley Gilbert, service man

National Home Appliance Co.
"FRIENDLY CREDIT"
312 SARTORI AVE. TORRANCE, CALIF.

LESS than 100 years ago the petroleum industry, whose foundation lies under the dericks that bristle in and about Torrance, was born in this country. Without it, who knows but what we might still be living in a horse-and-buggy era.

Let's look back and see how such an industrial miracle has been wrought in a comparatively few short years:

In the early 1840's a man named Cary settled in Crawford county, Pennsylvania, on what was known as Oil Creek. A queer, ill-smelling oil called "petroleum" floated on this creek. The Indians used it as a medicine and the settlers rubbed it on themselves for the relief of pain.

Called "Natural Remedy"

Cary skimmed the oil from the creek and, putting it in kegs, carried it on horseback 150 miles to Pittsburgh, where it was sold to apothecaries to be used as medicine. Altho this same oil has been found in various parts of the country when drilling for salt wells, it was chiefly regarded as a nuisance, since salt wells having too much oil had to be abandoned.

As a medicine or a "Natural Remedy," as it was called, petroleum had a moderate success and was the forerunner of today's "mineral oils."

At about this time the use of kerosene as an illuminant had become popular. Kerosene, or coal oil as it was known, was made from shale. As early as 1833, Professor Silliman of Yale, had investigated the possibilities as an illuminant. He found that when it was distilled, "the naphtha which collects in the receiver is of a light straw color and much lighter, more odorous and inflammable than petroleum."

One of the first to see the commercial possibilities of petroleum as an illuminant was a New Yorker named Ferris. He invented a lamp to burn carbon oil, as the distilled product of petroleum was known. The demand for this oil began to grow to the point where the problem was getting enough crude oil.

Skimmed Creek for Oil

In the meantime, a man named Bissell had become interested in petroleum and, after buying 103 acres of land on Oil Creek, had organized the Pennsylvania Rock Oil company. Their method was to skim the oil from the creek in various ways, but it was soon found that the cost of this method of production was so high it was prohibitive and the business languished.

It was three years later, in 1836, that Bissell got the idea of drilling for oil from a picture of the derrick used in a salt well, where petroleum was a by-product and used for medicine. Afire with his new idea, Bissell interested a number of people and organized the Seneca Oil company.

News Spreads Fast

E. L. Drake, who had invested \$200 in the new company, was selected to go to Titusville and organize the drilling operations. It was in 1857 when Drake, then Colonel Drake, came to Titusville on the banks of Oil Creek. It took two years of overcoming various obstacles to get the first well drilled. At 69½ feet oil was struck. The news that Drake had succeeded swept the countryside. The whole valley of Oil Creek slowly rose to a pitch of wild excitement as the value of Drake's achievement seeped into the minds of the landowners.

Soon wells were being drilled up and down Oil Creek. It was



P. E. AGENT . . . W. H. Bratton is agent for the Pacific Electric Ry., and also secretary of the Torrance Rotary club.

thought that all the oil was close to the creek and no drilling was attempted elsewhere. Not so long afterward a blacksmith was drilling for salt on French Creek, a tributary of Oil Creek. When oil began to show in the flowing brine he was at first disgusted, but on second thought he decided to investigate Drake's well and what he saw there convinced him to continue drilling. After days of toil he saw a black fluid in the tube and soon the news that oil had been struck in Franklin, Pa., spread like wildfire.

That surge of excitement spread to all points of the compass and eventually reached California . . . and Torrance.

MANY DENOMINATIONS

There are 14 different churches holding services in Torrance.

17 Years Is A LONG TIME

• Yes, seventeen years IS a long time! When we started, the Model "T" was the greatest car in America . . . just as today the "V-8" tops all cars in its class. And for every one of those seventeen years we have been selling SERVICE as well as FORDS! Hundreds, even thousands, of satisfied customers have done business with us since 1921 and we are proud to say they still regard us as friends, and are still loyal friends of FORD.

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